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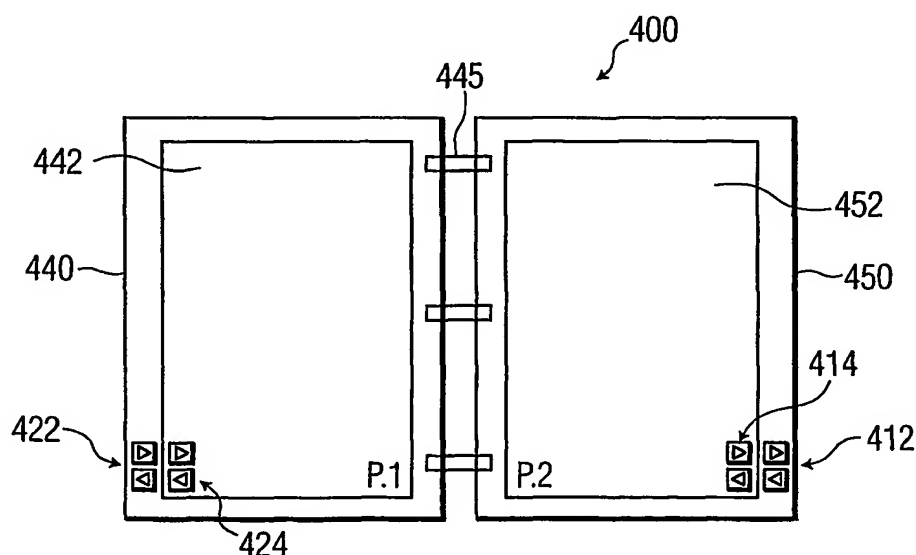
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(54) Title: AN ELECTRONIC BOOK WITH IMPROVED IMAGE QUALITY



(57) Abstract: Image quality is improved in an electronic reading device (300, 400) such as an electronic book using electrophoretic displays by shifting the starting row and/or column on which successive pages are displayed in turn. For example, a first page (530, 830) may be displayed starting at a first location, a second page (630, 930) is displayed starting at a second location, a third page (730, 1030) is displayed starting at a third location, and so forth. By shifting the starting location, e.g., row and/or column, of each page relative to the previous page, image retention effects caused by repeated image/text updates are significantly reduced, resulting in a higher quality image. The need for a periodic erase or reset of the display to remove image retention effects is also reduced, thereby reducing power consumption and increasing user convenience.

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**Declarations under Rule 4.17:**

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE,

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- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for all designations

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